

ORDER



KLAS

Orders
Order / Rev: 37676
Alt Order #: 08887811
Product Desc: OBAMA/P/D
Estimate: 2189
Flight Dates: 10/23/12 - 11/06/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: GMMB
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama, Barack D-President
Demographic: A35+
Product Codes: PO1
Priority: LV2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	23	\$27,775.00	\$23,608.75
10/29/12	11/05/12	25	\$44,155.00	\$37,531.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$27,775.00	\$23,608.75	0.00
November 2012	25	\$44,155.00	\$37,531.75	0.00
Totals	48	\$71,930.00	\$61,140.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$71,930.00
Market	100%	\$239,766.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$59,941.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$11,988.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	11/05/12	The Talk 2-3P The Talk	CM	2-3p	MTWTF--	:30	2	\$1,315.00	LV2	0.00	NM	4	\$5,260.00
THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2				\$1,315.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$1,315.00		0.00			

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Advertiser:	Obama, Barack D-President	
Product Desc:	OBAMA/P/D	KLAS
Estimate:	2189	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	10/23/12	11/05/12	Ellen Ellen	CM	3-4p	MTWTF--	:30	5	\$1,450.00	LV2	0.00	NM	8	\$11,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5				\$1,450.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--		3				\$1,450.00		0.00			
E 3	8	10/28/12	10/28/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p	-----S	:30	1	\$580.00	LV2	0.00	NM	1	\$580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$580.00		0.00			
E 4	8	10/23/12	11/05/12	630-7p Inside Edition Inside Edition	CM	630-7p	MTWTF--	:30	5	\$1,400.00	LV2	0.00	NM	8	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5				\$1,400.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--		3				\$1,400.00		0.00			
E 5	8	10/23/12	11/05/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MTWTF--	:30	5	\$1,225.00	LV2	0.00	NM	8	\$9,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5				\$1,225.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--		3				\$1,225.00		0.00			
E 6	8	10/29/12	11/05/12	Mon 8-9p How Met Mother/ Partners	CM	8-9p (8:00 PM-9:00 PM)	M-----	:30	1	\$6,500.00	LV2	0.00	NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$6,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$6,500.00		0.00			
E 7	8	10/25/12	11/01/12	Thu 8-9p Big Bang / 2 1/2 Men"	CM	8-9p	---T---	:30	1	\$7,700.00	LV2	0.00	NM	2	\$15,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$7,700.00		0.00			
		Week: 10/29/12	11/04/12	---T---		1				\$7,700.00		0.00			
E 8	8	10/23/12	11/05/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)	MTWTF--	:30	5	\$440.00	LV2	0.00	NM	7	\$3,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5				\$440.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$440.00		0.00			
E 9	8	10/23/12	11/05/12	137-237a M-F Elec Plyg@M Electric Playground	CM	137-207a (1:37 XM-2:37 XM)	MTWTF--	:30	5	\$30.00	LV2	0.00	NM	7	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5				\$30.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$30.00		0.00			
E 10	8	11/04/12	11/04/12	NFL Reg Season Games@M NFL Football Reg. Season	CM	NFL Football Reg.	-----S	:30	1	\$1,800.00	LV2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,800.00		0.00			
Totals														48	\$71,930.00